

**CLEAR
SALES
MESSAGE**

THANK YOU

60 SECOND PRESENTATION

EDUCATE MEMBERS

NOT TO SELL TO THEM

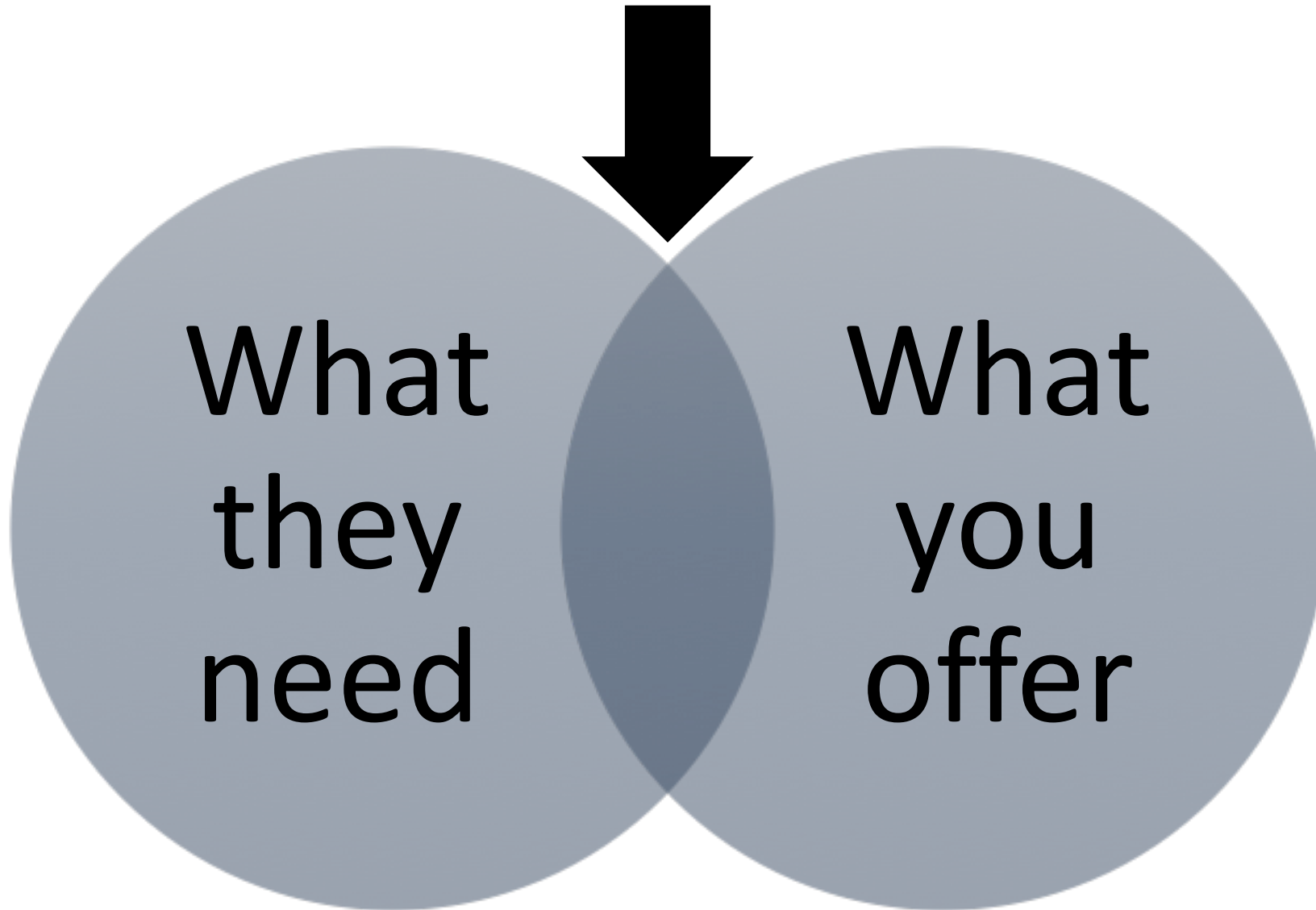
3 QUESTIONS

1. WHAT DO YOU DO?

**2. WHY SHOULD
ANYONE CARE?**

3. TRIGGER POINTS

**SALES IS ABOUT GOOD
COMMUNICATION AND
FINDING A CONNECTION**



What
they
need

What
you
offer

BURDEN OF PROOF

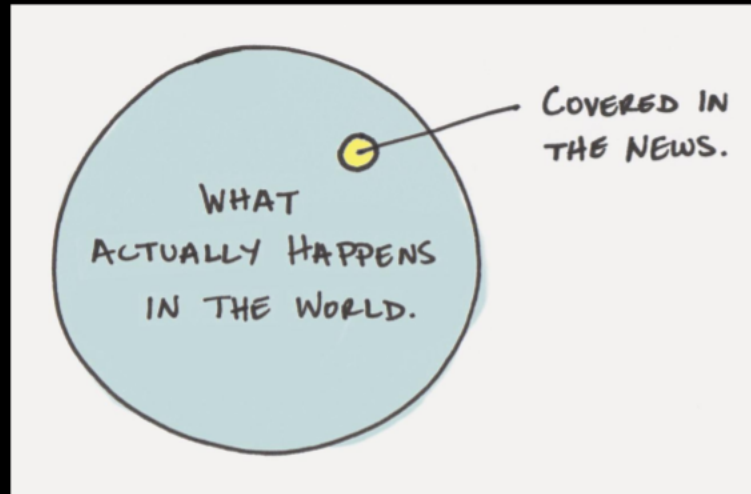


**IT'S UP TO US AS SELLERS TO
PROVIDE CLIENTS WITH ALL
THE INFORMATION,
OPPORTUNITY AND EASE TO
BUY FROM US.**

**THE CASE FOR WHY A CLIENT
SHOULD BUY ALWAYS FALLS
TO US**

**CLEAR
SALES
MESSAGE**

WYSIWYG



RELYING UPON IMMEDIATE
EXAMPLES AND INFORMATION
TO MAKE A DECISION.

AKA: WHAT YOU SEE IS WHAT
YOU GET. (WYSIWYG)

CLEAR
SALES
MESSAGE

1. WHAT DO YOU DO?

**“IF THEY DON’T UNDERSTAND
IT THEY CAN’T BUY IT.”**

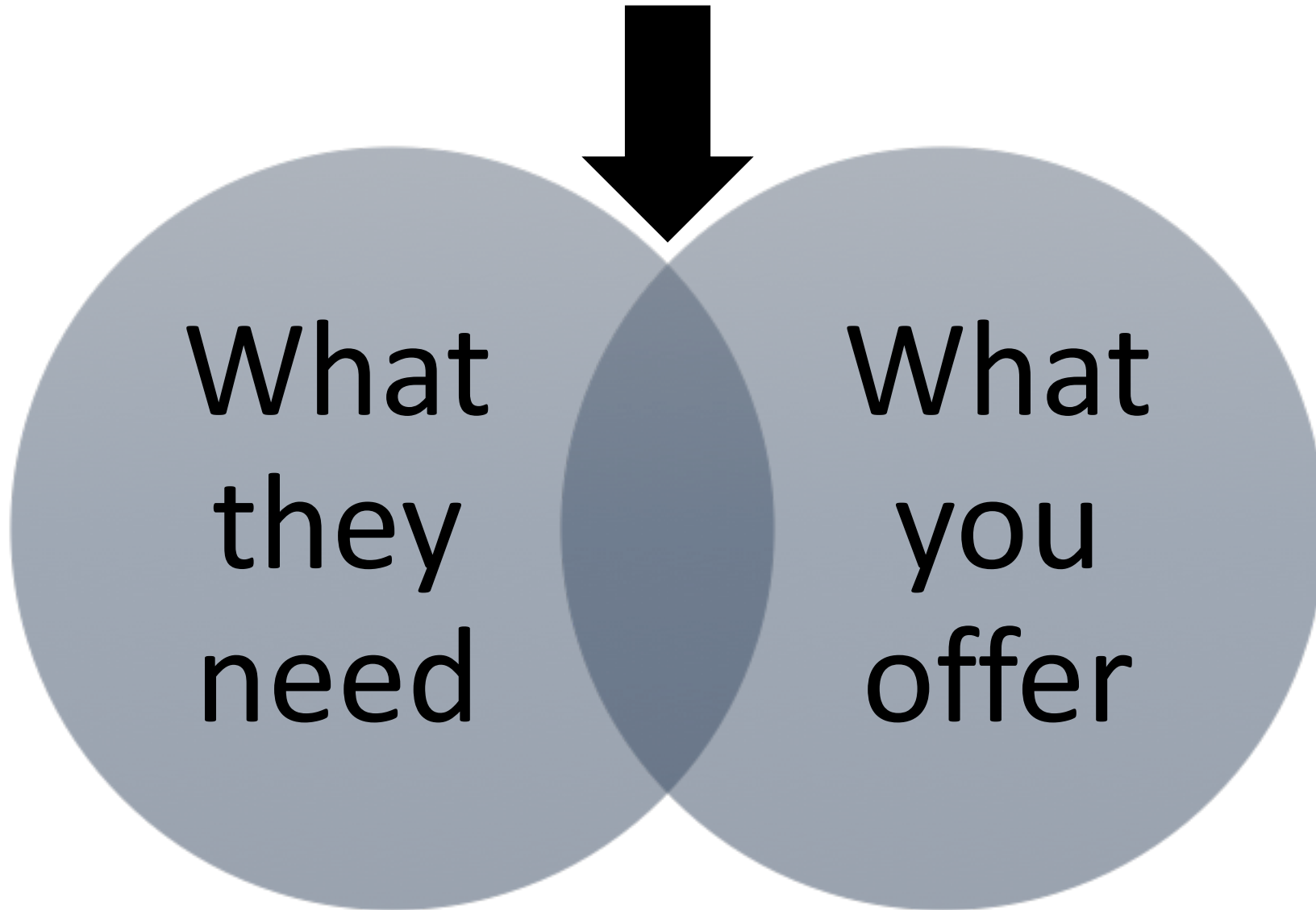
“WHAT DO YOU DO?”

“I’M A SALES CONSULTANT”

“WHAT DO YOU DO?”

“WHAT ARE YOU?”

**WE/I HELP CLIENT TO ACHIEVE
BENEFIT BY METHOD**



What
they
need

What
you
offer

“WHAT DO YOU DO?”

**“I HELP BUSINESSES
TO INCREASE THEIR SALES
THROUGH CLEARER SALES
COMMUNICATION”**

“I’M A SALES CONSULTANT”

**2. WHY SHOULD
ANYONE CARE?**

AIRLINE ADVERTS

MEETING THE LOCALS HAS NEVER
BEEN MORE MEMORABLE.



THERE'S NOTHING
LIKE AUSTRALIA



EXPLORE BEAUTIFUL PEBBLY BEACH AT AUSTRALIA.COM

**SELL THE DESTINATION
NOT THE JOURNEY.**

**WHAT'S THE "DESTINATION"
IN YOUR BUSINESS?**

3. TRIGGER POINTS

**WHAT CAUSES YOUR
CLIENT TO ACT?**

1. DATE / TIME

2. AN “EVENT”

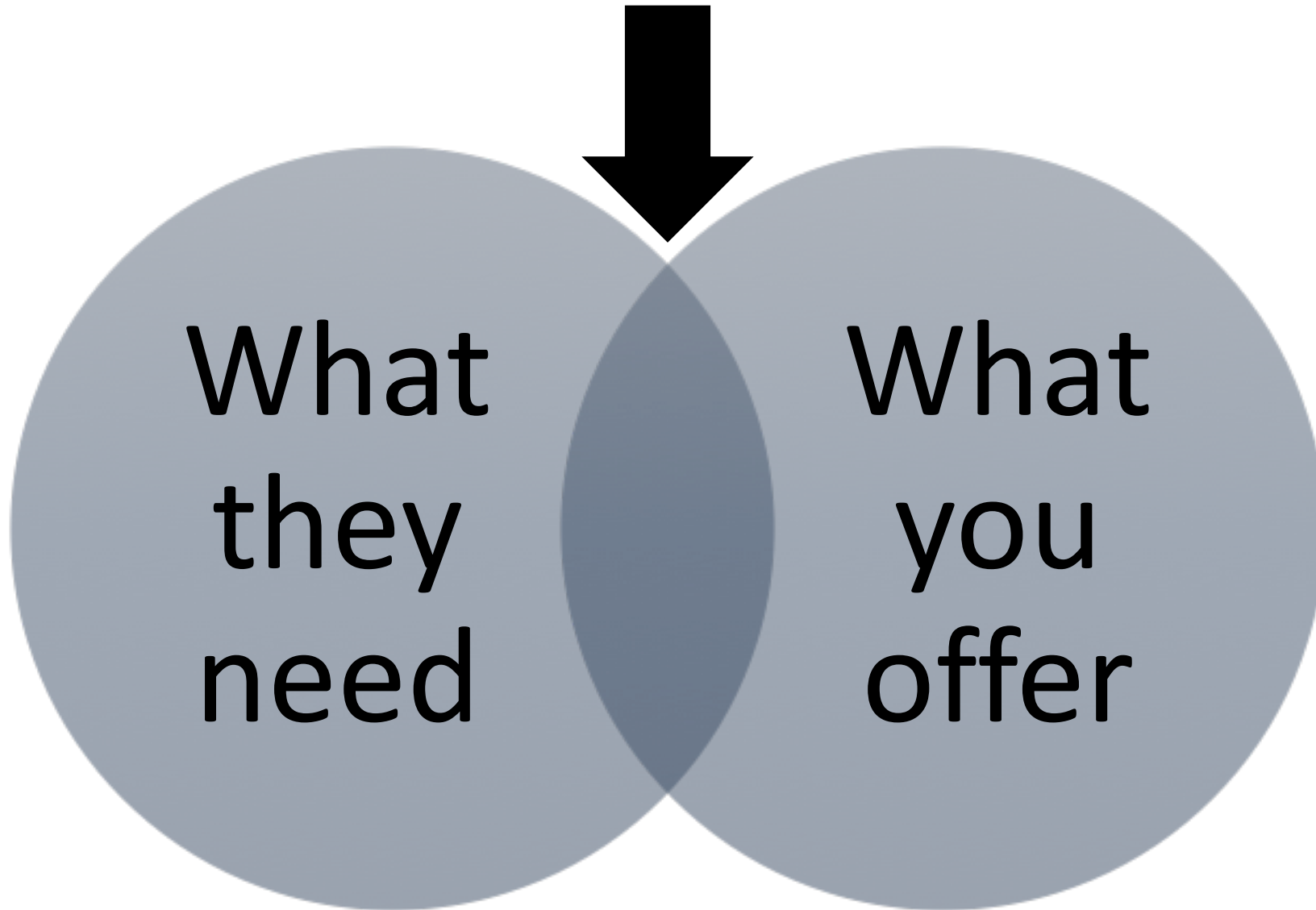
3. A FEELING

4. ABUNDANCE / LACK

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What
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